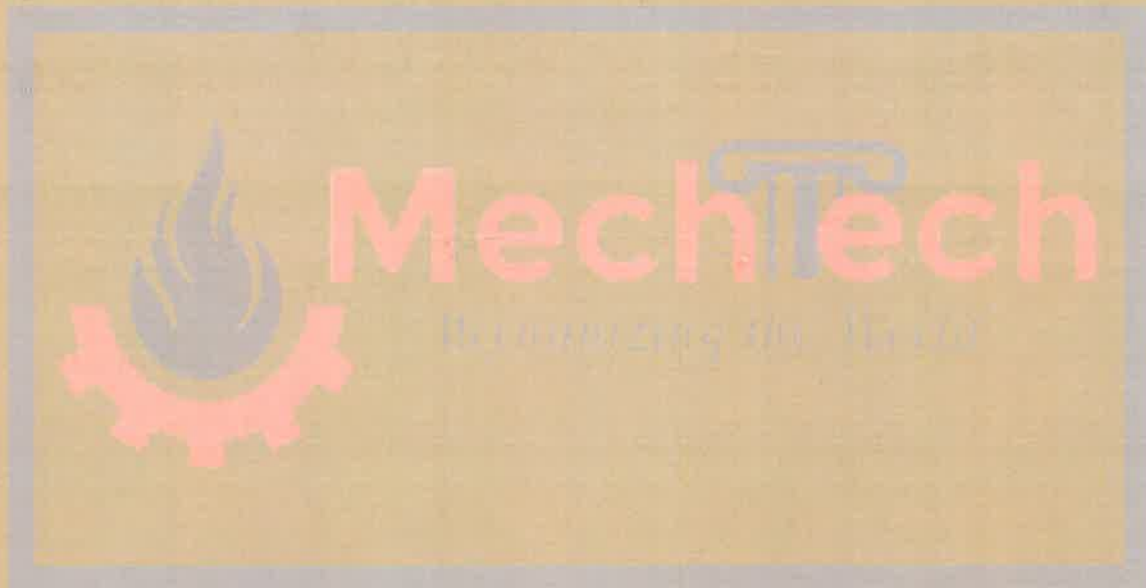


FUNDAMENTALS OF ENTREPRENEURSHIP

ENT 300



UiTM

Editor :

- Irfan Emir
- Nazlihan
- Hafezeen
- Fahmi
- Amirul Husni

ACKNOWLEDGEMENT

Assalamualaikum W.B.T . First of all , praise to Allah S.W.T for the opportunity to be able to complete this business report plan. We would also like to thank our Entrepreneurship lecturer, Madam Thahira Bibi binti T.k.m Thangal for guiding us on completing our business plan according to schedule and giving us guidance on how to run the business.

Next , we would like to show our gratitude towards our group members for giving their commitment and teamwork that have contribute in making our project successful. Without the help of our group members , we would never have been able to reach this far.

Besides that , we would also like to thank both our parents for the moral and financial support during our research for this business. Not to forget our supportive classmates who are always willing to share information and trade ideas.

Lastly, we hope that we can be a successful entrepreneur one fine day and may our product brings benefit towards the society. Thank you

TABLE OF CONTENTS

| NO | CONTENT | PAGE |
|----|--|-------|
| 1 | LETTER OF SUBMISSION | 1-2 |
| 2 | ACKNOWLEDGEMENT | 3 |
| 3 | TABLE OF CONTENT | 4 |
| 4 | EXECUTIVE SUMMARY | 5 |
| 5 | INTRODUCTION | 6 |
| | 1.1 Name of Business | |
| | 1.2 Nature of Business | |
| | 1.3 Industry Profile | |
| | 1.4 Location of the Business | |
| | 1.5 Date of Business Commencement | |
| | 1.6 Factors in Selecting the Proposed Business | |
| | 1.7 Future Prospects of the Business | |
| 6 | PURPOSE OF PREPARING THE BUSINESS PLAN | 7 |
| 7 | BUSINESS BACKGROUND | 8-10 |
| | 3.1 Vision & Mission | |
| | 3.2 Organizational Chart | |
| | 3.3 Logo & Motto | |
| 8 | BACKGROUND OF PARTNERSHIPS | 11-15 |
| 9 | LOCATION OF BUSINESS | 16-17 |
| 10 | MARKETING PLAN | 18-33 |
| 11 | OPERATIONAL PLAN | 34-47 |
| 12 | ADMINISTRATION PLAN | 48-52 |
| 13 | FINANCIAL PLAN | 53-69 |

EXECUTIVE SUMMARY

The business is based on partnership which consists of five members indicating the important positions in the company such as General Manager, Operation Manager, Financial Manager, Marketing Manager and Administration Manager. The business capital is amounted to RM 20,000 per person from each member.

Our company is manufacturing a multifunctional wheelchair that are able to do 3 different function types which is a couch, a bed and a lazy chair by adjusting the settings on the wheelchair. Mech Tech Enterprise is located at No 29 Jalan Suria 6 Seri Alam, Masai Johor. This place is the most suitable location for us to make it our office, a place to store our items and assemble the product. The main factory that produces our parts for assembly is located in Kuala Lumpur.

Mech Tech Enterprise is a company that its vision is to help reduce the burden of disabled person in their daily routine. For decades, a wheelchair has been one of the most important equipment for patients who are ill. The innovation of our new multifunctional wheelchair stands out than other competitor and are able to attract customers as it provides a more comfortable and functional wheelchair.

In a nutshell, we are expecting that our Mech Tech Enterprise will become a well known company for providing trusted equipments that bring benefits to the society and be much more developed in the near future.

1. Introduction

Mech Tech Enterprise is a company that specializes in producing and supplying multifunctional wheelchair all across Johor. Mech Tech Enterprise is located at No 29 Jalan Suria 6, Bandar Seri Alam. It is a strategic location for our company because it is located near local factories for a fast production. Mech Tech Enterprise is scheduled to begin in early 2016.

Mech Tech healthcare specialize in multifunctional wheelchair that is very demanding in Johor, most in Johor Bahru as it's the capital of Johor and have many large hospitals in the city. Mech tech provide delivery and tutorials on how to use the multifunctional wheelchair. Moreover, we provide a 1-year warranty to make sure that the customers are satisfied with the product at the reasonable price.

The factors that we chose in selecting the proposed business are our multifunctional wheelchair makes it easier for a disabled person to move from one place to another. According to statistics, the population of disabled person had reach more than 445,000 persons in the year 2012 and is continueing to grow at a fast pace. Our multifunctional wheelchair will be a demanding product due to its multifunction feature that is designed to ease the burden of their daily life routines.

In the future, we hope that we can continue to improve our multifunctional wheelchair by adding a motorize system to make it more efficient. We are also planning to expand our business to other south east asia country.